



Architectural Commission Report

Meeting Date: Wednesday, September 17, 2014

Subject: **GUISEPPE ZANOTTI (PL1421378)**
9536 Brighton Way

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Donald Barany – Donald Alec Barany Architects, Inc.

Recommendation: Conduct public hearing to discuss the project details and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic for Giuseppe Zanotti located at 9536 Brighton Way. The proposed project includes the following components:

Façade Remodel

- Existing exterior plaster and building façade to remain;
- Single-pane storefront windows with bronzed brass aluminum frames;
- Clear storefront door with bronzed brass-finished hardware, and;
- Entry door-adjacent vertical black granite strip.

Business Signage

Sign Accommodation (Multiple Business Identification Signs)

- One (1) 8.9 SF primary façade-mounted, non-illuminated sign (sign copy: "Giuseppe Zanotti")
- Two (2) 3.1 SF secondary façade-mounted, non-illuminated signs (sign copy: logo)
- Two (2) 5.7 SF window-mounted, non-illuminated signs (sign copy: "Giuseppe Zanotti" and logo)

TOTAL SIGN AREA: 26.5 SF

All business identification signs consist of a bronzed brass finish.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs and a projecting sign if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". Based on a street frontage of approximately 36'-0", the maximum sign area for this tenant is 72 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

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(310) 285-1191
cgordon@beverlyhills.org



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Construction Barricade Graphic

The applicant is also requesting a construction barricade graphic with signage. The proposed graphic is artful in nature and the signage on that portion of the barricade parallel to the street, which includes the business name and opening date, is proposed at approximately 18 SF. Additionally, the barricade returns each contain 2 SF of signage.

Pursuant to BHMC §10-4-612, construction barricades may include one (1) 12 SF sign that includes the name of the business, a company logo, and the opening date of the business on that portion of the construction barricade parallel to the street; barricade returns may contain up to 2 SF of business identification signage. As such, the business identification signage on the portion parallel to the street must be reduced by 6 SF so as to comply with the standards set forth in the BHMC.

Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

The primary business identification sign fits appropriately within the space it is located and complements the architecture of the building in its understated aesthetic. However, the secondary business identification signs are not appropriate in the proposed location as there is no established pattern on the building for placing signs on the façade columns. As such, it is recommended that these signs be removed in their entirety to maintain a consistent aesthetic for the overall building.

Furthermore, it is recommended that the window-mounted signs be centered within each window panel so as to be consistent with the otherwise symmetrical façade design.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



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Attachment A

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
 - Façade Remodel ONLY
 - Business Identification Sign(s)
 Number of signs proposed:
 - Building Identification Sign(s)
 Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
 New tenant sign + 2 logos + 2 window logo/lettering proposed Number of signs proposed:
 - Other: _____
- Remodel: Int. & Ext, no floor area added
 Remodel: Int. & Ext, floor area added
 Awning(s): New Recovery
 Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes:

Interior & storefront infill facade remodel of two existing retail spaces to be combined into one space for Giuseppe Zanotti. The new facade will consist of glass in a bronzed brass metal frame, including a frameless glass door & an 8 inch wide black granite vertical strip adjacent to the hinge side of the entry door. The new "GIUSEPPE ZANOTTI" signage on the existing facade across the top of the storefront will not be illuminated & will consist of individual 6-1/2 inch high bronzed brass letters that will extend horizontally 15'-3" across the facade. There will also be a new bronzed brass logo (1'-10" wide by 1'-8" high) on each of the two existing storefront columns. Finally, there will be new bronzed brass logo & lettering on the lower outside corner of each of the end storefront bay windows. The "GIUSEPPE ZANOTTI" portion of will be 3'-10" wide by 1-1/2" high. The logo portion will be 1'-4" wide by 1'-2" high.

The existing "GIUSEPPE ZANOTTI" & "BRUNELLO CUCINELLI" bronzed brass letter signage will be removed. The existing bronzed brass logo will be removed. The existing '9534' & '9536' address numbers will also be removed.

D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below): _____

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: Harry E. Werner

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	1	15'-3" W x 6-1/2" H	8.85	71.66 S.F. total allowed.
2	Business ID Sign(s)	2	1'-10" W x 1'-8" H	3.06	
3	Building ID Sign(s)	2	3'-10" W x 1-1/2" H Letters + 1'-4" W x 1'-2" H Logo	5.65	
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: Existing exterior plaster to remain as is + vertical 8" wide strip granite adjacent to hinge side of the entry door.
Texture /Finish: Smooth finish
Color / Transparency: Off-white (existing exterior plaster); black (new vertical granite strip)

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material: Storefront windows & door: Glass with bronzed brass metal frames & door hardware.
Texture /Finish: Smooth finish.
Color / Transparency: Clear glass with bronzed brass metal frames & door hardware.

ROOF

Material: Not applicable.
Texture /Finish:
Color / Transparency:

COLUMNS

Material: Existing exterior plaster to remain as is.
Texture /Finish: Smooth finish
Color / Transparency: Off-white

BALCONIES & RAILINGS

Material: Not applicable.
Texture /Finish:
Color / Transparency:

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: Not applicable.
Texture /Finish:
Color / Transparency:

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: Not applicable.
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: Not applicable.
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: Aluminum.
Texture /Finish: Smooth.
Color / Transparency: Bronzed brass.

BUILDING ID SIGN(S)

Material: Not applicable.
Texture /Finish: _____
Color / Transparency: _____

EXTERIOR LIGHTING

Material: Not applicable.
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: Not applicable
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: Not applicable.
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: Not applicable.
Texture /Finish: _____
Color / Transparency: _____

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

Not applicable.

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

The proposed storefront & signage will replace the existing storefront & signage with similar quality & features as the existing.

- 2. Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

The building is existing & the proposed scope of work is merely interior tenant improvement work with a new glass storefront replacing the existing glass storefront. Giuseppe Zanotti is an existing tenant in the building. They have not experienced any external or internal issues that would negatively impact the environment.

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The proposed storefront & signage will replace the existing storefront & signage with similar quality & features as the existing

- 4. Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The building and the retail use are existing & the proposed scope of work is merely interior tenant improvement work with a new glass storefront & signage replacing the existing glass storefront. One of the existing tenants, Giuseppe Zanotti, is merely expanding into the Brunello Cucinelli portion of the ground floor retail space. Retail uses are prominent in the general area and consistent with the general plan for Beverly Hills.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

The building and the retail use are existing & the proposed scope of work is merely interior tenant improvement work with a new glass storefront & signage replacing the existing glass storefront. One of the existing tenants, Giuseppe Zanotti, is merely expanding into the Brunello Cucinelli portion of the ground floor retail space. Retail uses are conform to the standards of the municipal code & the proposed storefront & signage will also conform with regards to their location & appearance.

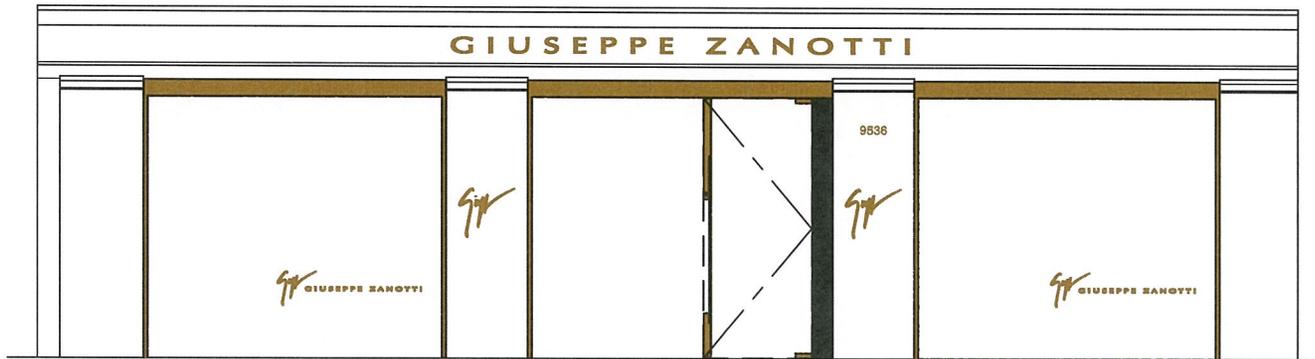


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Attachment B
Project Design Plans



Donald Alec Barany
ARCHITECTS
116 26th Street
Santa Monica, California 90402
Tele: (310) 395-3308
Fax: (310) 395-2091

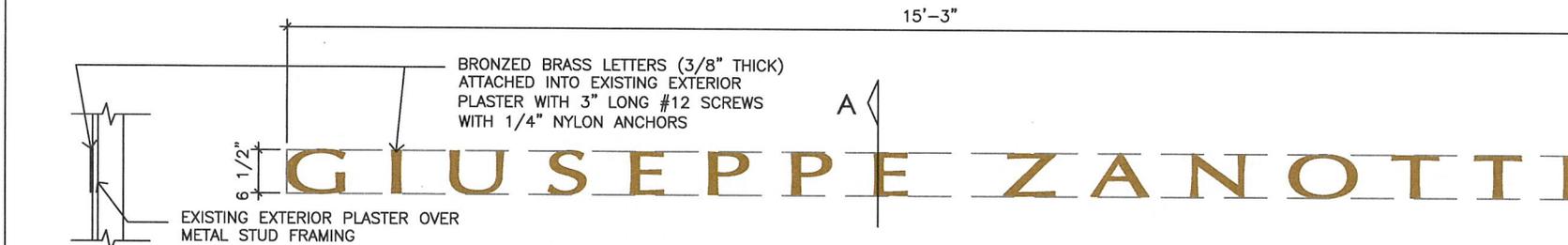
GIUSEPPE ZANOTTI DESIGN
9536 BRIGHTON WAY
BEVERLY HILLS, CA 90210

COLORED STOREFRONT
ELEVATION

A6.0

COLORED STOREFRONT ELEVATION

SCALE: 1/4" = 1'-0"

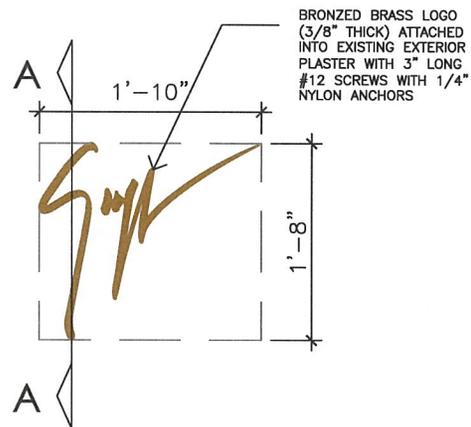


LETTER SECT. A

STOREFRONT SIGNAGE (8.85 SQ. FT.)

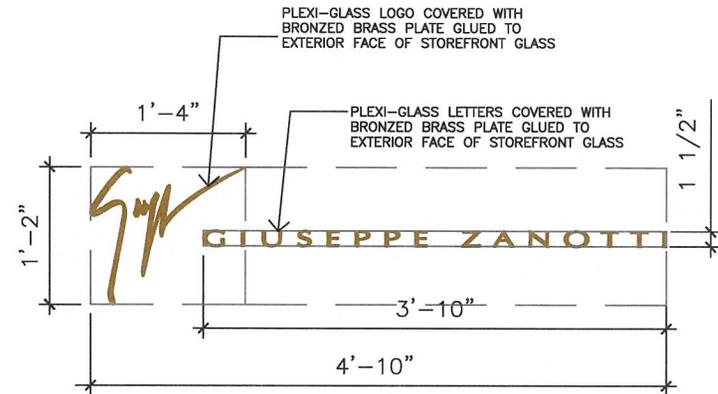
SCALE: 3/4" = 1'-0"

1



LOGO ELEVATION ON COL. (3.06 SQ. FT.) SCALE: 1" = 1'-0"

3

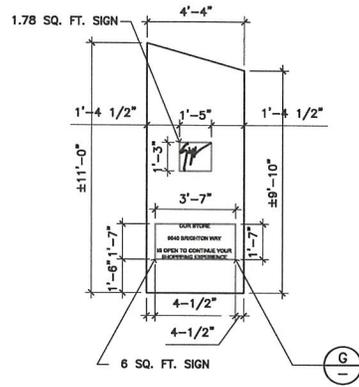


SIGN ON WINDOW (5.65 SQ. FT.)

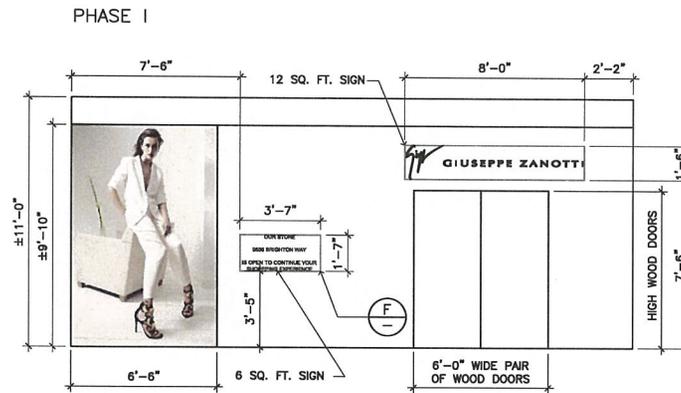
SCALE: 1" = 1'-0"

2

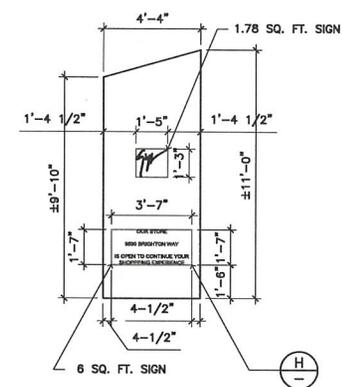
STOREFRONT SIGNS



© LEFT SIDE PHASE I-II

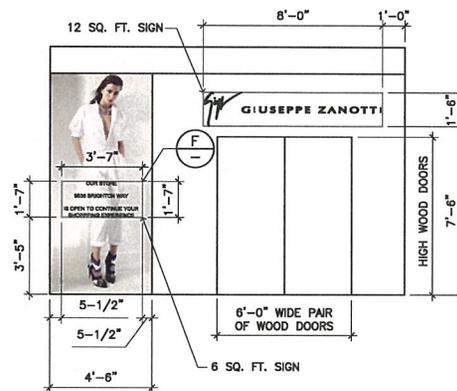


Ⓐ BARRICADE FRONT ELEVATION PHASE I



Ⓓ RIGHT SIDE PHASE I-II

PHASE 2



Ⓑ BARRICADE FRONT ELEVATION PHASE II



Ⓗ



Ⓖ



Ⓕ

Ⓔ STORE SIGN BLOW-UP



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GIUSEPPE ZANOTTI DESIGN
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GIUSEPPE ZANOTTI DESIGN

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BEVERLY HILLS, CA 90210

studio



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Attachment C
DRAFT Approval Resolution

RESOLUTION NO. AC XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 9536 BRIGHTON WAY (PL1421378 – GUISEPPE ZANOTTI).

The Architectural Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Donald Alec Barany Architects, Inc., agent, on behalf of the property owner, American Commercial Equities Three, LLC, and the tenant, Guiseppe Zanotti, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic for the property located at 9536 Brighton Way.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions, or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the Architectural Commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section

15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **September 17, 2014** at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically, the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable. The proposed project is proposed to be constructed

using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the Commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the Planning Commission found contributed to the determination of the project as a "character contributing building" in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the

Planning Commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

No special conditions are proposed for this project.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city’s municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the Director of Community Development, or designee, shall be submitted to the staff liaison to the Commission

within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
7. **Substantial Compliance with Approved Plans.** The Director of Community Development, or designee, shall determine if changes to the approved project are in substantial compliance with the Commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the Community Development Department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **September 17, 2014**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission